



FAÇADE IMPROVEMENT PROGRAM GUIDELINES

PURPOSE

The purpose of the Façade Improvement Program is to encourage and assist property and business owners to restore and improve the appearance of the facades of their buildings.

ELIGIBLE LOCATIONS

- Retail and commercial properties located in Commercial Zones
- Any property that was built before 1976 (Exceptions can be granted by the Community Development Director based on the need for the physical improvements and/or aesthetic impact of the community)

ELIGIBLE APPLICANTS

- All property and business owners and/or lessees of retail and commercial businesses, with the written permission of the property owner

ELIGIBLE BUSINESS TYPES

- Existing retail and commercial businesses

ELIGIBLE IMPROVEMENTS

- Aesthetic improvements to the building exteriors visible from the public right-of-way to include:
 - Signs/Graphics
 - Landscaping/Irrigation Systems
 - Painting
 - Lighting

GENERAL REQUIREMENTS

- Properties with multi-store fronts must include all of the storefronts in the improvement plan to be eligible
- Any retail or commercial properties that are a part of a mixed-use development must obtain the written signatures of the individual property owners and provide contact information for each owner.
- The design Review Board (DRB) must approve the project
- One grant/rebate will be allowed for each eligible building within a three-year period.
- All projects must be consistent with Imperial Beach Municipal Code, General Plan and Local Coastal Program, and the Redevelopment Plan.
- All necessary permits and approvals must be obtained before the Redevelopment Agency will issue a notice to proceed.

REVIEW CRITERIA

- Design compatibility with neighboring buildings.
- Compliance with Imperial Beach Sign Ordinance.
- Need for the physical improvements.
- Need to unify building with surrounding buildings.
- Property and business owner's interest in funding larger scale improvements.
- Aesthetically enhancing the image of Imperial Beach.

DESIGN SERVICES

- The Redevelopment Agency will coordinate design services to the property and business owners.

GRANT TERMS

- Grants are available up to \$10,000 per building and/or business. Matching grants are available for all improvements above \$10,000 with a limited of \$20,000. Request for matching grants will require City Council approval.

MAINTENANCE REQUIREMENTS

- Applicant is required to touch up painted areas and perform any other repairs needed to maintain building appearance, landscaping, and any other public areas including the cleaning of any awnings at least once a year.

PROGRAM PROCEDURES

- Application form submitted to Agency
- Agency review application for compliance
- Agency coordinates the design with Applicant and Architect
- Agency submits design for Design Review Committee review and approval
- Agency obtains all necessary approvals and permits
- Agency obtains at least three bids for façade work
- Agency issues a Notice to Proceed to contractor

- Agency monitors contractor's work
- Agency monitors construction progress
- Agency/City of Imperial Beach makes a final inspection
- Agency/City disburses payment to contractor

INELIGIBLE IMPROVEMENTS, APPLICANTS AND/OR BUSINESS TYPES

- New Construction
- Buildings occupied by adult entertainment enterprises
- National or Regional Franchises/Big Box Retailers
- Car Dealerships (Over 1 Acre)
- Government offices and Agencies
- Residential Uses (except mixed-use residential)
- Projects that are inconsistent with Imperial Beach Municipal Codes, General Plan and Local Coastal Program
- Vacant Properties